

CheckUp

this month

Muhlenberg BEHAVIORAL HEALTH...

joins other departments on the Muhlenberg campus with a new area code and exchange.

New phone number:

484-884-5783

Fax number is still:

484-884-5757

VOL. 13, NO. 7 • JULY 20, 2000

UROLOGY RANKED AGAIN ON U.S. NEWS' "BEST HOSPITALS" LIST

For the fifth consecutive year, LVH is ranked as one of the top health care providers in the nation in *U.S. News & World Report's* annual guide to "America's Best Hospitals." The hospital's urology program made the honor roll for the fourth year in a row.

"We enjoy the accolades we've received from being included among the best hospitals in the country the past five years—four in urology and other years in heart services, geriatrics and respiratory disorders," said Robert Laskowski, M.D., LVH's chief medical officer.

The 2000 edition of "America's Best Hospitals" assessed care in 17 specialties, one more than in 1999. Kidney disease programs were not ranked in previous years. Rank for all specialties is based on a three-part score: reputation, mortality and a set of other data including technology and nursing care.

"This recognition for the fourth year is not coincidence, but reflects the high-quality urologic care provided by the professionals in the division," said Edward Mullin, M.D., chief of urology. "I think our listing in *U.S. News & World Report* indicates that the community does not have to leave the Lehigh Valley for the best urologic care available."

If anything, the division is even stronger this year because of the addition of Joseph Trapasso, M.D., a board-certified urologic oncologist, Mullin added. "We are pleased and

honored to be ranked among the best urology services in the country and happy to be part of Lehigh Valley Hospital, a high-quality institution," he said. The program is ranked 44th on the list of the top 50 urology programs on the "America's Best Hospitals" list.

LVH's urology division has 10 board-certified physicians who offer a comprehensive range of urologic services. These include urologic oncology treatments; impotence; urinary incontinence in men and women; urinary stone disease; malignant and benign urologic disease; and urologic services for women and children. Also, the urology service maintains an active residency program affiliated with the Penn State College of Medicine at Hershey. All 10 physician members of the division participate in the teaching program, which is run by Brian Murphy, M.D.

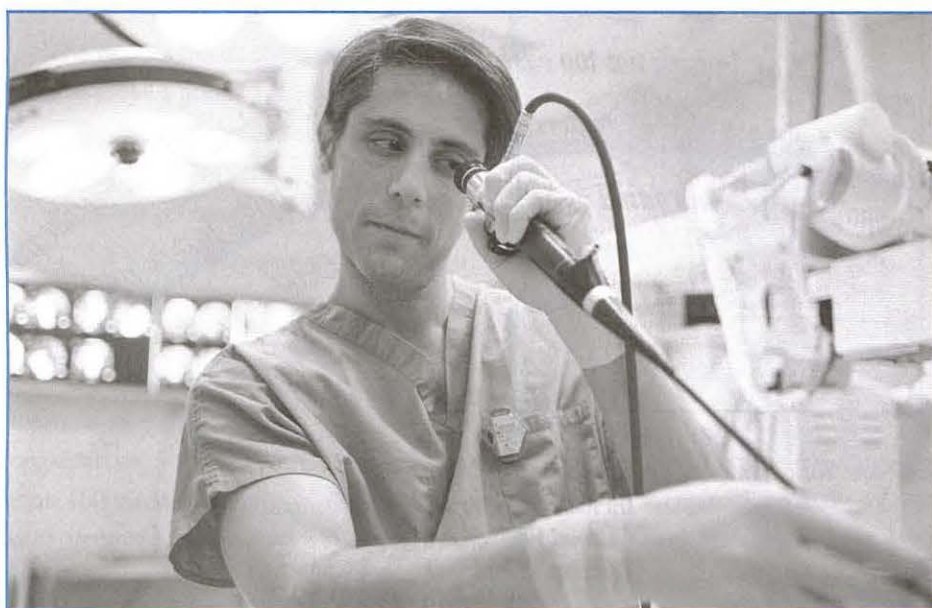
While recognition for providing quality health care from national organizations like *U.S. News* and HCIA is important, Laskowski said, "What matters to us most is what our community thinks." HCIA, Inc., a leading provider of health care quality information, named LVH as one of the country's top providers of coronary angioplasty and open heart surgery in 1998.

"A recent independent study conducted by the National Research Corp. last year tells us what we most want to hear: LVH is named the first choice for heart care by 57 percent of Valley residents who were surveyed. The next closest hospital was named by 20 percent," Laskowski added. ■

by Rob Stevens



The 11th annual *U.S. News & World Report* guide to "America's Best Hospitals" ranked LVH's urology program among the top 50 in the nation for the fourth year in a row.



Urologic oncologist Joseph Trapasso, M.D., inspects a fiberoptic scope used to examine the urinary tract. Trapasso is the 10th and most recent board-certified physician to join the division of urology.

LEHIGH VALLEY
HOSPITAL AND
HEALTH NETWORK

Helwig Diabetes Center Debuts New Glucose Monitoring System

DEVICE HELPS PATIENT FINE-TUNE DIABETES CARE

Except for a few ups and downs, Steve Gorbos has kept good control of his blood sugar during his 30 years with insulin-dependent diabetes. As a result, Gorbos says he has "no measurable complications," such as vision, heart or kidney problems, from the disease. Still, he has wished for some way to smooth out the occasional peaks and dips in his blood sugar.

"I wanted to get a 'behind-the-scenes' look at my blood sugar levels that my four-to-six times daily routine blood testing doesn't provide," Gorbos said.

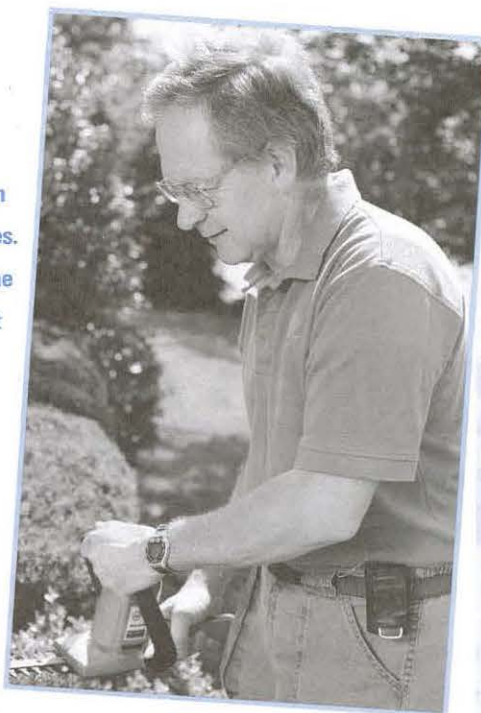
So, the 51-year-old electrical engineer from Bethlehem was eager to be one of the first patients in the region to use a new device that measures tissue glucose levels over an extended period. Gorbos was given the opportunity this spring by his endocrinologist, Larry Merkle, M.D., medical director of the Helwig Diabetes Center.

The center is the area's first specialty care center for people with diabetes to offer the Continuous Glucose Monitoring System, developed by MiniMed, Inc., of Sylmar, Calif. The first of its kind, this device records tissue glucose levels at five-minute intervals—sampled for up to three days—through a probe inserted under the skin of the patient's abdomen. The information is downloaded on a computer for review by health care professionals. The system was approved by the FDA on June 16, 1999.

"Continuous tissue glucose monitoring is a breakthrough technology that could revolutionize the care of persons with diabetes," Merkle said. "Through frequent sampling, this system finds patterns or trends in the fluctuation of a patient's glucose levels above or below the desired range. That information can help the doctor adjust the patient's therapy."

Type-1 or insulin-dependent diabetes care involves regular blood testing so the patient can better regulate his/her insulin dose to maintain a blood sugar range of 80 to 180 mg/dl. This control is the best way to prevent or delay the onset of complications from the disease.

Steve Gorbos monitored his blood sugar while engaging in everyday activities. Here, he wears the device on his belt while clipping his hedges.



The new continuous monitoring system will not replace this standard, daily finger-stick testing, but is intended for one-time or occasional use. Diabetics continue to do finger-stick testing while using the system.

After using the Continuous Glucose Monitoring System for several days in June, Gorbos and Merkle together reviewed the data recorded on the device. The results surprised both doctor and patient.

"I saw on one morning that my blood sugar rose to 300 after breakfast, even though I had tested my blood at 6 a.m. and had a reading of 123," Gorbos reported. "Also, the device revealed a blood sugar reading between midnight and 4 a.m., nearly low enough to induce a hypoglycemic reaction."

With Merkle's advice, Gorbos fine-tuned a few settings on his insulin pump to deliver doses that better regulate his blood sugar levels right after meals and during sleep. He's also made some changes to his diet. Together, Gorbos believes they will improve his diabetes control even more than before.

"The Glucose Monitoring System gives you a much better picture of the balance between insulin and other hormones, meals and activity in one's daily

LVH Participates in Nationwide DIABETES PREVENTION TRIAL

If someone in your family has type-1 diabetes (the kind that requires daily insulin shots), you may be wondering: "What are my chances of developing diabetes?" Your answer may be closer than you think.

LVH is one of only a few hospitals in Pennsylvania—and the only one in the Lehigh Valley—offering free blood tests to close relatives of people with type-1 diabetes who want to know if they are at risk for developing this chronic condition.

The trial is part of a nationwide effort to identify family members at risk for developing diabetes and to evaluate the effectiveness of insulin in preventing or delaying the onset of type-1 diabetes.

"Type-1 diabetes is the number one cause of amputations, end-stage-renal disease, and new cases of blindness," said Lois Finney, coordinator for the diabetes prevention trial at the University of Minnesota. "Twenty-five percent of health care dollars are spent on diabetes."

"Most families who have a member with diabetes want to do something to prevent diabetes in themselves or another member," said Carol Greenlee, M.D., LVH endocrinologist and local representative for the trial. "We want to offer the convenience of free screening to anyone in the community who is interested in finding out if he or she is at risk."

Individuals found to be at risk through this screening are notified of the results by their physician. They will be asked to travel to a participating medical center in Philadelphia, New Jersey or New York for additional blood tests and interviews to determine whether or not they are eligible to participate in the treatment phase of the study. ■

by Marion Varec

To learn more about the trial, contact 610-402-CARE.

life," he said. "I'd absolutely recommend it to anyone with type-1 diabetes. In fact, I'd like to use it again in six months to see how much the adjustments I've made to my diabetes care have helped." ■

by Rob Stevens

Working Wonders Just Got More Wonderful

Summer's not even over yet, but it's not too early to start thinking about your next vacation. How would you like to win one of the wonderful getaway packages below just in time for an early Christmas vacation? Let your mind work wonders, and in October, one could be yours!

Here's how it works:

- 1 Submit a Working Wonders idea between July 1 and Sept. 30 that generates an annual cost savings of at least \$500.
- 2 If approved, the idea submitter's name will be entered into a drawing to win one of the prize packages listed.
- 3 At the Oct. 19 department head meeting, one lucky winner will be chosen at random and asked to select from one of five envelopes to find out which trip he or she has won.
- 4 Travel must be completed by Dec. 15, 2000.

Keep on Working Wonders because future drawings will be held for remaining getaway packages!

To learn more, call Jackie Straley at 484-884-4840.

New York City, NY

- 3 days/2 nights at the Loews New York Hotel
- Broadway show tickets

Philadelphia, PA

- 3 days/2 nights at The Latham Hotel
- City pass which includes admission to:
Philadelphia Museum of Art
The Franklin Institute Science Museum
Philadelphia Zoo
Academy of Natural Science
New Jersey State Aquarium
Independence Seaport Museum

Williamsburg, VA

- 3 days/2 nights at the Four Points Hotel
- Revolutionary Fun Pass
- Includes parking pass and admission to:
Colonial Williamsburg, Busch Gardens, Water Country, Jamestown, and Yorktown Victory Center

Washington, DC

- 3 days/2 nights at the Renaissance Mayflower
- Little Red Trolley Tour Pass
- City tour including Embassy Row & Arlington Cemetery

Flight Certificates

Two round-trip flight certificates good for travel on American Airlines to anywhere in the 48 contiguous states and Canada. Some holiday blackout dates apply.

PARKING...

WHAT YOU NEED TO KNOW!

Do you find yourself dodging security and coming up with elaborate reasons to take that last parking spot close to the door?

You aren't alone. Parking is a networkwide challenge for employees, patients and visitors. Here's the latest update:

CEDAR CREST

An increase in patient volume and the addition or relocation of departments and new physician practices has motorists vying for limited space.

The lots closest to the main entrance and the John and Dorothy Morgan Cancer Center contain the maximum spaces allowed by zoning regulations. "We would like to add spaces there; but because of the zoning laws, the spaces on the western side of campus are the only option for staff," said Jerry Kresge, director of security.

Because patient convenience and customer service are top priorities, staff should refrain from parking in visitor spaces, Kresge said. "Of the 2,700 spaces at Cedar Crest, only 700 are for patients and visitors," Kresge said. "An employee parking in a patient space prevents three or four patients per day from parking there. Considering the average age of our patients and their physical and emotional condition, we need to do everything possible to get them close to the door."

MUHLENBERG

With construction on every corner of the Bethlehem campus, day employees must park at the 1770 Bathgate lot. The access road near Good Shepherd/Muhlenberg Rehab is temporarily closed. Motorists can enter the lot from Westgate Drive.

The lot at the emergency department and Kolb Center, accessed through valet service, is designated for patients and visitors only. The gravel lot in front of the Muhlenberg Medical Office Building (MOB) accommodates MOB staff and patients only.

During Muhlenberg's Summer Festival from Aug. 16 to 19, security will ensure that patient and employee parking is accommodated first.

17TH & CHEW

Security has a plan in place to help alleviate problems caused by the Allentown Fair during late August and early September. Communication will be listed on e-mail and provided to your department supervisor early next month.

"There is no simple solution to the parking issues we are facing," Kresge said. "All staff should abide by the rules and help create a positive first impression for customers at our hospitals." ■

by Melissa Wright

VISITOR ASSISTANCE PERSONNEL MAKE LASTING IMPRESSIONS



"Awesome arrivals and fond farewells" is what visitor assistance personnel strive for everyday. Marcie Malliarakis (left) and Rick Krische are the models for this goal. Patients and employees have identified the pair in customer satisfaction surveys for their outstanding service. "I have received many letters commending them," said Jerry Kresge, director of security. "On their days off, I've even received calls asking when they will return. People really enjoy dealing with them."

See **The First 7 Seconds** below to learn how you, too, can make a lasting impression.

THE FIRST 7 SECONDS

IT'S THE MOST IMPORTANT TIME DURING THE CUSTOMER SERVICE MISSION

If Lehigh Valley Hospital and Health Network were featured in a "Mission Impossible" episode, that familiar warning might go like this: "Our relationship with our patients may self-destruct in seven seconds. Good Luck!"

The reason: Seven seconds is all you have to make a good first impression on a patient. So if you're not exemplifying PRIDE during that critical time, the relationship will surely blow up.

An American Management Association study found that a person forms up to 11 separate opinions about an organization in the first seven seconds of an interaction with a representative of that organization. "At LVHHN, a patient has more than 100 interactions with our employees, representatives or partners during his or her stay," said Jack Dunleavy, organizational development.

And the mission begins before visitors even enter the LVHHN building, often with valet parking. Offering such a service "automatically puts a face to the organization," said Gerald Kresge, director of security. "The valet parkers are often the only people who see patients and family coming to and leaving the hospital. The organization needs us to make good first and last impressions."

HELP ME, WANDA



A Point of PRIDE

You can get into the habit of making a good first impression by showing courtesy and respect all the time, especially with colleagues and fellow employees. It's never too late to make the best impression!

In greeting visitors, the staff uses "reasonable scripting" to make a positive impression. "I would say: 'Good morning, my name is Jerry Kresge' instead of a simple 'Hello,'" he said. "It forms a personal connection with visitors."

While saying the right thing is important, so is not saying the wrong thing. "We don't ask visitors, 'What are you here for?'" Kresge said. "Instead, we ask whether there's any way we can help them in their visit to LVH. When people come to us, they're often anxious, so we have to be extremely careful in greeting them."

Not all first impressions of LVHHN are made face-to-face. Callers to the 402-CARE customer service line can get their first impression from operators like Chris Morehouse, who has a simple way of making sure her voice communicates a positive feeling.

"I try to actually smile when I answer a call," she said. "If you're upbeat, the caller can tell and he or she feels more positive about talking with you." That connection is important, Morehouse said, when she has to request more information from the caller to respond to inquiries.

Like the valet parkers, Morehouse introduces herself at the beginning of each call and also addresses the caller by name during their conversation. She avoids phrases such as "we can't help you" or "we have no idea" when an answer is not immediately available.

"Instead, we tell them we'll do our best to find the answer—and we give them a time frame in which we'll get back to them," she said.

That type of service is exactly what patients want and expect. "The top 10 concerns of patients in Press Ganey reports are all about personal interaction, such as friendliness, responsiveness and respect," Dunleavy said. "Our customers tell us that we need to remember the basics of dealing with people as people."

If you do that, you can turn a "mission impossible" into a "mission accomplished." And it only takes seven seconds. ■

by Bob Martin



Lou Liebhaber, COO

Issues & Initiatives

Issues & Initiatives is a series of activities providing employees with information about current health care issues at Lehigh Valley Hospital and Health Network.

BUILDING ON THE STRENGTHS OF OUR WORK FORCE

LVHHN's success in the new century will depend on a work force that is committed, creative and skilled. To ensure that we have the best staff to care for our patients and community, we are launching two initiatives over the next few months aimed at maximizing our service excellence and clinical innovation, the areas we have chosen to distinguish our network from our competitors.

IMPROVING THE HIRING PROCESS

Our clinical services and human resources departments are improving the process for recruiting and hiring technical, support and administrative partners and nursing assistants (NA). Because of the high turnover rates we have seen in these roles over the past two years and the hardship these vacancies cause for staff and patients, we will screen more closely for skills and behaviors in candidates that reflect our PRIDE initiative and meet the needs of our clinical co-workers and patients.

The selection process, which was designed with extensive input from clinical staff, will feature a mandatory "real life" tour at the Cedar Crest site, so applicants can witness the routine duties performed by the "partners." This will give an accurate picture of the job responsibilities and expectations, and encourage candidates to decide early in the process if they will pursue the job or not. We have learned that the high turnover rate in these jobs is due, in part, to applicants' incomplete understanding of the job requirements, and we hope to reverse this trend. We plan to implement a similar process at LVH—Muhlenberg in the next few months.



President and CEO Elliot Sussman, M.D., leads a group discussion during RECONNECTIONS as participants attempt to predict the future of health care and how that may affect LVHHN, its employees and the community.

The process also will rigorously assess skills candidates will need to carry out their roles. In support and technical partners, and NAs, we will focus on teamwork and patient observation abilities. Keen listening and reading skills will be required of administrative partners and unit clerks.

In addition, anyone interacting with an applicant will be asked to assess the interpersonal and customer service behaviors he or she displayed during that encounter, such as courtesy, punctuality, respect, self-reliance and a sense of humor.

Clearly, our goal in this lengthy and focused selection process is to hire the right people for the right positions. And when our new colleagues arrive to start working, your support will be vital to helping them launch a rewarding career at LVHHN.

RECONNECTING WITH VETERAN STAFF

Can you recite LVHHN's service promise?
Can you name the network's four priorities?
Do you know what the PRIDE acronym stands for? How do you nominate someone as a Service Star? What is Working Wonders?

Chances are you may be able to answer one or two of these questions, but don't know them all, especially if you have been with LVHHN longer than five years.

Too often long-time employees may lose a sense of our organization's "big picture" while they continue being a valuable and productive part of our team. Unfortunately, they may no longer understand how their role "fits" in its overall mission. I'm afraid this may be the case in some areas around LVHHN.

And it's quite understandable and normal. It's a challenge to keep abreast of the range of technological, organizational, environmental and other changes that LVHHN experiences throughout a single year, no less a decade or era.

To help veteran staff reconnect with our organization, broaden their knowledge of the network and raise our value to our community, we'll soon introduce a staff reorientation initiative called "Reconnections: You've Come a Long Way LVHHN." Our goal with this effort is to have most employees attend Reconnections within the next three to five years.

This interactive, half-day session is designed to be fun and educational, and provide a "global" perspective on LVHHN's history, growth, services, milestones and future plans. It will give participants a sense of where they fit and how they contribute to the organization's successes.

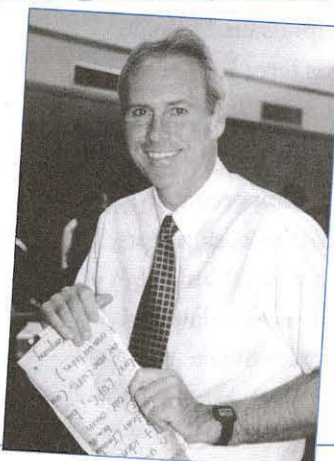
I can think of no better way to enter the 21st century than by reconnecting to our mission and strengthening our work force, so we can continue caring for our community with the same skill and compassion it deserves. ■

ABOUT OUR



PEOPLE

Jack Dunleavy, (right) organizational development, and Jake Poore, senior sales manager, Walt Disney World Co., recently co-presented to The Healthcare Roundtable, an executive health care group, in Tampa, Fla. Dunleavy described how LVHHN has adopted the Disney model of customer service. At Disney, employees are required to exceed guests' expectations at every opportunity. The company fosters the culture by paying special attention to hiring/selection, training and communication, and caring for employees.



Jeanne Tilghman, co-president of The Auxiliary of Lehigh Valley Hospital, has been re-elected secretary/treasurer of the Pennsylvania Association of Healthcare Auxiliaries (PAHA) and will serve until 2002.

Clinical social worker **Lisa Taylor** received the Clara Barton Honor Award for Meritorious Volunteer Leadership in June from the American Red Cross Lehigh Valley

Chapter. This is the highest award the Red Cross bestows on volunteers.

Since 1994, as a mental health specialist for the Red Cross' Disaster Services, Taylor has traveled throughout the U.S. aiding families and emergency workers during disasters. Using vacation time, she spends 14 to 25 days a year on national assignments for the Red Cross. ■

Service Stars Come to the RESCUE

Mother's Day weekend was far from ordinary for Thomas Keill and Troy Swartz. The two biomedical engineers became true heroes to the patients and staff in the radiation oncology department when they went above and beyond the hours of their jobs.

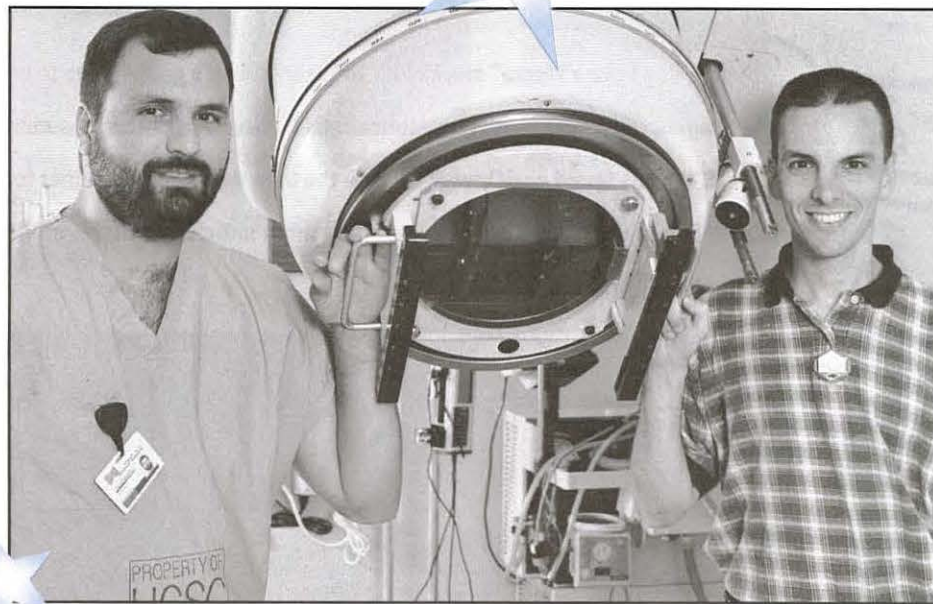
It started as a routine Friday when Keill was performing maintenance on one of the linear accelerators in the John and Dorothy Morgan Cancer Center. "Tom really came to our rescue when he detected a vacuum leak in the machine," said Nancy Earley, director of radiation oncology. "If he had not noticed it, we would have had down time, which would have created serious problems in our daily patient schedule."

Keill and Swartz attempted to work on the unit on Friday, but service was postponed due to high radiation levels within the Linac. "On Saturday, Tom once again checked the radiation levels to see if they were low enough to begin repair of the vacuum leak. Unfortunately, the levels were still too high to proceed with the repair," Earley said.

On Sunday at 6 a.m., Keill and Swartz began to repair the vacuum leak. At 11 a.m. another problem was discovered. The unit's motor was bad, and Keill immediately called the vendor, Elekta, to order a new one.

Then things got worse before they got better. "Elekta had the part available but was unable to get it from the warehouse until 7 p.m.," Earley said. "Time was ticking away and patient care was due to resume the next day at 7 a.m. We had 35 patients scheduled to receive radiation therapy on this linear accelerator. How would they react when their first priority in life is fighting their cancer, and this treatment is considered their lifeline?"

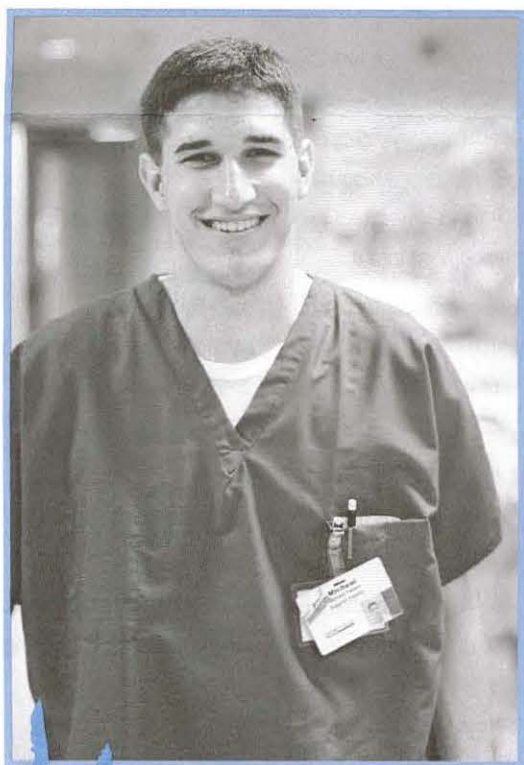
The motor was flown in from the Elekta warehouse in Tennessee. Keill and Swartz picked up the part at the Philadelphia International Airport on Sunday around midnight, returned to LVH and



JUNE'S SERVICE STARS: Troy Swartz and Thomas Keill

completed the repair by 5:30 a.m., just in time to start treatments. "Our patients and staff arrived Monday morning as scheduled and all went smoothly," Earley said. "Thanks to Tom and Troy—they really exemplified the commitment to care." ■

by Adrienne Bubba



Emmaus Senior "Explores" the ED and His Future at LVH

Minsi Trail Executive Council. He was the first LVH recipient to receive this award and shares the honor with another student from a similar post at Sacred Heart Hospital.

Nominees were chosen by their participation in extracurricular community activities, volunteerism, work experience and leadership roles within the post. Sallie Urffer, volunteer post coordinator at LVH, nominated Fadel because of his willingness to become involved and his attention to detail. "Mike helped to organize fundraisers, social events, planned programs, introduced speakers and organized meetings," she said. He even mentored those students who showed promise of becoming future leaders within the post at LVH.

His eagerness to become involved afforded him many opportunities while at LVH. "During monthly meetings, I had the opportunity to hear physicians describe their work, tour hospital units and receive hands-on experience," Fadel said. "I feel this program has shown me what health care is all about. It also has given me a good foundation as I enter the biology/pre-med program at Millersville University."

That experience has been invaluable, according to Fadel, who held leadership roles in the Post during his junior and senior years, and has worked per diem as a support partner in the ED at Cedar Crest.

"Because of being involved in the Explorer Post at LVH, I was offered a position as a support partner in the ED. I now get to experience emergency medicine at its finest," Fadel said. "I still have to clean floors, but I also get to watch a terrific group of talented professionals in action."

The feeling is mutual, according to ED director Charlotte Buckenmeyer. "Mike's such a neat kid. He's so mature and dependable, I hope he will come back to LVH after college."

The Lehigh Valley Hospital Explorer Post has been in existence since 1995 and has had over 300 students participate in the program. Next year they will sponsor a Post at LVH—Cedar Crest as well as investigate reinstating LVH—Muhlenberg's program during the upcoming school year. You can help by becoming involved. ■

by Leanne Strawn

Mike Fadel is not your typical teen-ager. While most kids his age are going to the mall or taking in a movie, Fadel is volunteering as an emergency medical technician (EMT) with three local squads and working in the emergency department (ED) at Lehigh Valley Hospital—Cedar Crest (LVH).

A recent graduate of Emmaus High School, Fadel has been interested in medicine for as long as he can remember. But it wasn't until he received an invitation to join LVH's Health Care Explorer Post that he began to really think about a future in health care—one that is already showing signs of promise.

As one of over 1,600 students who participate in posts throughout the Lehigh Valley, Fadel recently received the Explorer of the Year award from the

The post is in need of mentors, advisors and presenters for the upcoming year. Those interested are asked to call Sallie Urffer at 610-402-1403.

MY DAY with a NURSE...

"Spend a Day with a Nurse" marked its 10th year as LVH's popular show-and-tell day pairing registered nurses with non-clinical guests from LVH and the community. On May 31, 28 of each found enrichment through the time they spent together focused on the needs of the ill and injured. Read on, and learn how three individuals discovered deeper meaning in the term "health care."



(Above L-R) Becky Caffrey, R.N., explains to Lou Liebhaber the role of Carla Whittier, C.S.T., in the OR at Cedar Crest.

(Left) Kristi Schurr watches as Karen Hanzelman, R.N., cares for her patient in the ASU at LVH—Muhlenberg.

At LEHIGH VALLEY HOSPITAL—MUHLENBURG

by Kristi Schurr, organizational development

When people learn that I work at Lehigh Valley Hospital and Health Network, they often ask me a medical question. Guess what—I know absolutely nothing about medical care! Periodically, I visit our patient care areas to remind myself that there really are patients in those beds and the people walking the halls are very concerned family members.

By participating in the "Spend A Day with a Nurse" program at LVH—Muhlenberg, I saw just how exceptional our nurses are in treating our patients' physical ills and emotional concerns. I first spent time in the post-anesthesia care unit (PACU) and OR where Karen Yellin and Cindy Colitis showed me all the instruments used in a case, from prep to recovery. Talk about high tech! Seeing the machines, devices and monitors, I gained a deep appreciation for the level of complexity these nurses manage.

Next, I visited the Ambulatory Surgical Unit (ASU) with Noreen Schlegel and Karen Hanzelman. What care and

compassion I witnessed in Noreen and Karen! Karen listened closely while one of her patients talked about her children and grandchildren. They laughed and talked while Karen cared for and comforted her. After the woman and her husband left, Karen found the man's glasses. She called to let him know that she had them. No wonder these people see Karen as a friend!

With another patient, Karen carefully removed the woman's IV and, ever so gently, held pressure on the site while getting to know her patient. While escorting the patient and her husband to the lobby, she spoke to them as though they were old friends. I'm sure they will remember Karen for some time.

As I left the hospital to return to my office at 1770 Bathgate, I felt proud of working for LVH and, where our nurses blend technical skills with great compassion. The patients in those beds receive the best care possible! ■

In the OPERATING ROOM

by Lou Liebhaber, chief operating officer

I'll admit, I was a little apprehensive about "Spend a Day With a Nurse"—not about being with Becky Caffrey, one of LVH's outstanding OR nurses, but because of my queasiness around blood and open body cavities. But Becky was kind and kept my nervousness in mind. Still, we jumped right into it.

How wonderful to see Dr. Antonio Panebianco and his team repairing the heart of the 61-year-old man on the table in one of the beautiful, new cardiac ORs at CC&I-78.

In another room, I watched Dr. Victor Celani restore circulation to the leg of an elderly woman. Dr. Celani's skill and calm impressed me as he removed and replaced veins in this patient's leg.

Next, I saw Dr. Richard Boorse perform two laparoscopic procedures, repairing a woman's hiatal hernia and removing a man's gall bladder. I had approved the purchase of the new camera he used during the surgeries, and it was like watching Star Wars to see Dr. Boorse at work with it. Was I surprised when that gall bladder popped out of the small incision he had made in the man's belly!

Becky also introduced me to Susan Ruth who oversees the area where patients go before surgery. We then toured the supply room and examined the instruments and items our surgeons use.

I also saw our support partner team cleaning up the OR between cases, one of the keys that helps the ORs run efficiently.

Next, we stopped at the front desk, where staff are aware of all cases scheduled and added, and calmly make sure emergencies fit into the schedule.

I could go on about my experiences. Suffice it to say that I saw again that ALL HOSPITALS ARE NOT ALIKE, because of our superb nurses, support and technical partners, perfusion and anesthesia staffs, and our surgeons—all working together toward a safe, healthy and compassionate outcome for our patients. ■

In the NEONATAL INTENSIVE CARE UNIT

by Pat Levin, Community Services for Children, Allentown

As I walked into the neonatal intensive care unit (ICU), I was overwhelmed by the newness of it all—tiny babies up close and personal, not behind glass as when my children were babies; parents holding, feeding or just watching their children, who were too small to notice; complex monitors above each isolette, giving the impression that technology had taken over the care of these miracle babies.

Without this remarkable technology, these 1-, 2- and 3-pound babies could not survive. I have a new respect for technology. It provides the potential gift of life.

It is only the "potential" gift, however. What makes all of this work is the overwhelming sense of competence that permeates the nursery. I was intrigued by the calm everywhere, never hinting to anyone of the seriousness of the challenges facing each of the nurses. I was inspired by the love and caring in every move of my preceptor, Dianna Ketterer, and her colleagues, and awed by the knowledge that these nurses possess in order to do their

jobs. And, I was grateful for Dianna's willingness to educate me and the graciousness in her hospitality.

Spend a day with a nurse and you spend a day understanding the real meaning of unconditional care. I witnessed, firsthand, love and caring given without reservation, based on the needs of each patient. The physical needs of each baby were being met by the monitors, tubes, warming lights, etc. The nurses compassion and caring showed in the creative names displayed in each crib and the tiny, colorful toys that gave a feeling of hope and optimism.

The formula for success is evident. Technology's gift, combined with the endless humanity that nurses bring, results in many saved lives, that before were denied a future.

Michelle Bernier said it best in her award-winning essay in Nursing Voice: "Everyone is somebody's child." These nurses never forget that. ■



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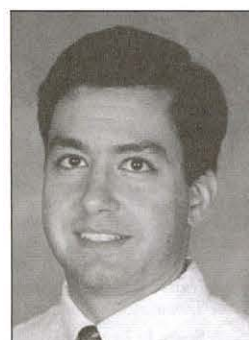
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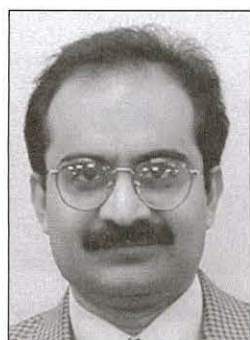
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Division of General Pediatrics

LVHHN, Good Shepherd Restructure Affinity

The boards of LVHHN and Good Shepherd voted to restructure Affinity, the successful joint venture created seven years ago to provide a coordinated approach to outpatient rehabilitation and occupational medicine in the Lehigh Valley.

As of July 1, LVHHN oversees the occupational medicine portion of the former Affinity while Good Shepherd operates the rehabilitation and physiatry portion at the former Affinity's location at 1243 S. Cedar Crest Blvd. The LVHHN services are now known as HealthWorks and the Good Shepherd services as Good Shepherd Outpatient Rehabilitation.

"Over the past seven years, the parent organizations have expanded their own rehabilitation and occupational medicine operations substantially, including HealthWorks at LVH—Muhlenberg," said John Haney, Affinity board chairman and executive director of Lehigh Valley Physicians' Business Services. "Now, we believe it makes sense to integrate those operations with similar programs at LVHHN and Good Shepherd to improve service quality and efficiency."

Haney said positions were available for all Affinity employees at either HealthWorks or Good Shepherd Outpatient Rehabilitation, and that the changes were transparent for Affinity's patients, corporate clients and referring physicians. ■

by Brian Downs

Upcoming Events

■ Don't Miss the MUHLENBERG SUMMER FESTIVAL • AUG. 16-18

Lehigh Valley Hospital—Muhlenberg

Enjoy rides, food, free entertainment, a health fair and crafts from 150 juried exhibitors. A project of the Muhlenberg auxiliary and volunteers; admission is FREE.

FESTIVAL HOURS—

Wed., **Aug. 16** and Thurs., **Aug. 17** 5 - 10:30 p.m.
Fri., **Aug. 18** and Sat., **Aug. 19** Noon - 10:30 p.m.

SATURDAY'S SPECIAL EVENTS—

Health Fair *Annual Children's Day*
Banko Community Center Reduced ride rates
Noon - 3 p.m. Noon - 5 p.m.

■ Enjoy a Spectacular Evening at NITE LITES

Bridging Generations at Nite Lites

Benefitting the department of obstetrics and gynecology

Saturday, Sept. 23 • 6 p.m. - Midnight

Beneath the Hill-to-Hill Bridge, Bethlehem

\$200 for single tickets. **Call Sheryl Hawk, manager, public affairs, at 484-884-4816.**

■ Join WEIGHT WATCHERS at Work

Weekly sessions are conveniently located at LVHHN.

Registration and payment of \$80 are required by **Aug. 10.**

The program is reimbursed by Choice Plus if six out of eight sessions are attended. **Call 610-402-7000 to register.** The starting dates are as follows:

LVH—Muhlenberg Mon., Aug. 14 • 12:30 - 1:15 p.m.
2166 S. 12th St. Tues., Aug. 15 • 11:30 a.m. - 12:15 p.m.
2024 Lehigh St. Tues., Aug. 15 • 12:45 - 1:30 p.m.
17th & Chew, Aud. Thurs., Aug. 17 • 11:30 a.m. - 12:15 p.m.
CC & I-78, Aud. Thurs., Aug. 17 • 5:30 - 6:15 p.m.
CC & I-78, Rm. 2 Fri., Aug. 18 • 11:30 a.m. - 12:15 p.m.



■ Join LVHHN's AMERICAN HEART WALK Team • Sept. 17

2000 Greater American Heart Walk

Lehigh Valley Industrial Park IV

Registration 9 a.m.
Beginning Ceremonies 9:30 a.m.
Walk Begins (3.8 miles) 10 a.m.

LVHHN teams are forming now! **To join, call Tom Gavigan or Mark Miller at 484-884-7020.**

■ Get Informed at SENIORS' HORIZONS

Thurs., Sept. 28 • 10 a.m. - 8 p.m.

Fri., Sept. 29 • 10 a.m. - 4 p.m.

Agricultural Hall, 17th & Chew streets, Allentown

A FREE information and entertainment fair for people 50 and older featuring:

Resources... More than 100 exhibits with information on products, housing, support groups and other services.

Entertainment... Music from King Henry and the Showmen, Glenn Miller, Danny O'Donnell—Master of the Banjo, Lehigh Valley Harmonica Club, Bethlehem M.O.R.A. Club and more.

Exercise... Sample a Prime Time Health and Fitness workout.

Free Wellness Screenings... Blood pressure, cholesterol, balance, bladder and vascular screenings; breast cancer risk assessment; infection control demonstration; fall prevention and more.

Seniors' Horizons is a community service of Vitality Plus, a program of Lehigh Valley Hospital and Health Network, AARP, RSVP, and the Lehigh and Northampton County Area Agencies on Aging.

Call 1-888-584-PLUS (7587) for more information.



SERVICE ANNIVERSARIES

Congratulations to the following employees on their July 2000 service anniversaries! Thank you for your continuing service to Lehigh Valley Hospital and Health Network.

Thirty Years of Service

Linda L. Case
Clinical Nursing Program

Twenty-Five Years of Service

Susan Moyer
6B Medical/Surgical Unit
Sharon Rabuck
Patient Care Services-3S
Judy K. Smith
6N Adult Psychiatry Unit
Janet F. Snyder
Office of COO
Margaret L. Utsick
Cardiac Cath lab

Twenty Years of Service

Patricia M. Buratti
HBSNF
Martin T. O'Connor Jr.
Acute Coronary Care Unit
Duane R. Ott
Contracts/Products/Supplier Services
Ann L. Ruhf
Geriatrics
Mara Lynn Steinberg
Advanced Clinical Technologies
Gary L. Weiser
Information Services Operations

Fifteen Years of Service

Franette L. Allen
3C Staging/Monitoring Unit
Joy E. Bankos
Home Care General & Administration
Michele L. Bishop
7C Medical/Surgical Unit

Trena Firmstone
Patient Care Services-4S
Beverly J. Genetti
Operating Room
Leonard M. Golub
Neonatology
Patricia A. Gustafson
Perfusion
Audrey Hess
Psychiatry
Mary H. Knopf
ASU-PACU/OR
Jean F. Koenig
Transitional Trauma Unit
Susan L. Lawrence
Clinical Resource Management
Barbara A. Moyer
Nursing Float Pool
Darla R. Moyer
Labor & Delivery
Barbara J. Smith
Center for Women's Medicine
Joanne Stewart
Labor & Delivery
Barbara A. Supp
GICU
Mary L. Thomas
Medical Clinic
Leslie R. Popovich Weiner
ICO Staging & Recovery
Frederick Wieand Jr.
GICU

Carol K. Winslow
ASU-PACU/OR
Ok H. Yoon
Nursing Float Pool

Ten Years of Service

Lisa A. Achtermann
7C Medical/Surgical Unit
Michelle M. Beck
Information Services Development
John F. Campion
Adolescent Psychiatry
Lydia A. Carr
Open Heart Unit
Della Steward Croft
Pharmacy
Carolyn J. Darabaris
TNICU
Christine M. Feller
Labor & Delivery
Mable Humphrey
Burn Unit
Barbara S. Johnson
Nursing Float Pool
Mary Keich
Special Procedure
Karen Lechman
Psychiatry
Mary E. Lynch
6N Adult Psychiatry Unit
Patricia A. Mathis
College Heights OB/GYN
Laura J. Mertz
Managed Care-Marketing
Maureen Moore
Sterile Processing
Pamela M. Owensby
6B Medical/Surgical Unit
Shelley Perkins
Neonatal ICU
Mary Scott
Emergency Service-C

Kelly D. Shupp
Radiology-Diagnostic
Margarita Yerk
Outreach

Five Years of Service

Susan Adam
TNICU
Darryl Arnold
Center for Educational Development & Support
Jeffrey Baker
Nursing Float Pool
Lisa Baker Vaughn
OB/GYN Associates
Mary A. Bealer
OB/GYN Associates
Carol L. Berrin
OB/GYN Associates
Nicole Boyer
Pediatric Unit
Mehrzad Bozorgnia
PGME-Surgery
Carol Breidenbach
7C Medical/Surgical Unit
Scott Brenner
ABC Family Peds-Administration
Virginia K. Butler
HSMP Allentown Patient Services
Linda Doremus
Clinical Resource Management
Shirley Engelson
OB/GYN Associates
David G. Glueck
Trexlerstown Medical Center
Sandra Greener
Pediatric Outpatient Surgery
Zirka M. Halibey
Muhlenberg OB/GYN Center
Wendy J. Hessler
OB/GYN Associates
Earl S. Jefferis Jr.
OB/GYN Associates
Christine M. Kavalir
Trexlerstown Medical Center
Richard A. Kerr
Information Services Development
Marko W. Kipa
Supply Distribution Services
Susan V. Krauss
OB/GYN Associates
Rebecca L. Kunsman
OB/GYN Associates
Melissa Lawall
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Andrew Leshner
Emergency Department
Matthew D. Lesisko
Security
Deborah J. Lutz
OB/GYN Associates
Patricia J. Manly
OB/GYN Associates
Jennifer McKay
Home Care-Home Health Aide
April Meyers
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Janice L. Miktychak
OB/GYN Associates
Judy A. Miller
OB/GYN Associates
Ernest Y. Normington II
Ernest Normington OB/GYN

Mary Novak
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Psychiatry
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Home Care-Physical Therapy
Tammy Vash
Psychiatry
Crystal A. Verba
Human Resources Administration
Susan C. Wiggins
7B Medical/Surgical Unit

If you have news or a story idea for **CheckUp This Month**, send your suggestion by the 20th of the month for publication in the following month to Elysia Bruchok, public affairs, 1770 Bathgate, using interoffice mail or e-mail. **CheckUp This Month** is an employee publication of Lehigh Valley Hospital and Health Network's public affairs department. For additional information, call 484-884-4819.

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